



Find the Frames: Applying What we Know About Food and Fitness Messages

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Example #3

PSA: "Dangerous"



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Questions...

- What's the Value (why should we care?)
- What's the Domain (what is this about?)
- Who's responsible for the problem?
- What's the solution?

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PSA Text:

"The most dangerous thing our kids have to deal with today isn't violence, it isn't drugs, it's unhealthy food.

Too many of our kids are overweight. They're headed for diabetes, heart problems, or worse. They need to eat healthy things, like vegetables, fruits, high fiber vegetarian food.

As our kids grow, the right foods can help protect them from heart problems, obesity, diabetes, and even cancer. To find out more, call for a free booklet, or visit our website..."

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PSA Text:

"The most dangerous thing our kids have to deal with today isn't violence, it isn't drugs, it's unhealthy food.

Order! "violence", "drugs" cue up wrong frames.

Too many of our kids are overweight. They're headed for diabetes, heart problems, or worse. They need to eat healthy things, like vegetables, fruits, high fiber vegetarian food.

As our kids grow, the right foods can help protect them from heart problems, obesity, diabetes, and even cancer. To find out more, call for a free booklet, or visit our website..."

Kids (and by extension, their parents, are the only actors in the picture

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